

**Cowlitz County**  
Quit Line Data Summary  
April 1 - June 30, 2002

	<u>County</u>	<u>State</u>
<b>Number of Calls to Quit Line</b>	<b>N = 105</b>	<b>N = 3,421</b>
<b>Percent of Statewide Calls</b>	3.7%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	1.6%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 103</b>	<b>N = 3,099</b>
Female	71.8%	62.9%
Male	28.2%	37.1%
<b>Race/Ethnicity</b>	<b>N = 98</b>	<b>N = 2,578</b>
People of Color	11.2%	13.7%
White	88.8%	86.3%
<b>Age</b>	<b>N = 91</b>	<b>N = 2,323</b>
Less than 18 years old	6.6%	2.1%
18 - 24 years old	12.1%	16.3%
25 - 34 years old	20.9%	22.2%
35 - 44 years old	30.8%	27.3%
45 years and older	29.7%	32.0%
<b>Education</b>	<b>N = 95</b>	<b>N = 2,679</b>
Did not graduate high school	22.1%	17.8%
High school graduate	37.9%	33.7%
Some college/vocational school	30.5%	37.4%
College graduate	9.5%	11.0%
<b>Caller Type</b>	<b>N = 99</b>	<b>N = 2,929</b>
General Information	4.0%	11.5%
Health care provider	0.0%	2.8%
Tobacco user	96.0%	85.6%
<b>Payer Type</b>	<b>N = 72</b>	<b>N = 1,951</b>
Insured	31.9%	40.6%
Uninsured	27.8%	22.7%
Medicaid	40.3%	36.6%
<b>Heard About</b>	<b>N = 96</b>	<b>N = 2,463</b>
Past caller	15.6%	17.0%
Employer/worksites	0.0%	1.3%
Health care provider	12.5%	17.6%
Television	29.2%	22.8%
Outdoor advertisement (billboard/bus/wall)	0.0%	4.7%
Targeted mailing	1.0%	2.6%
Great Start	1.0%	0.4%
Radio	4.2%	1.3%
Newspaper/Magazine	0.0%	2.2%
Brochure/Newsletter	2.1%	4.9%
Family or friend	29.2%	21.7%
Health Department	3.1%	2.9%
School	2.1%	0.5%